

ORDER

KSNV

Orders

Order / Rev: 105183
 Alt Order #: 06838772
 Product Desc: OCEGUERA FOR CONGRES
 Estimate: 1560
 Flight Dates: 08/28/12 - 09/03/12
 Original Date / Rev: 08/06/12 / 08/13/12
 Order Type: GENERAL

Primary AE: Amy McCreary
 Sales Office: BLPHI
 Sales Region: National

Agency

Name: GMMB, Inc./ Washington D.C.
 Buying Contact: _____
 Billing Contact: _____
1010 Wisconsin Ave. NW
Washington, DC 20007

Billing Type: Cash
 Billing Calendar: Broadcast
 Billing Cycle: EOM/EOC
 Agency Commission: 15%

Advertiser

Name: Oceguera for Congress *Revised*
 Demographic: A35+
 Product Codes: PLC02
 Priority: SELECT PRIORITY CODE
 Revenue Codes: POLITICAL/AGY, PCAN, GEN

New Business Thru: _____
 Order Separation: 00:15:00
 Advertiser External ID: _____
 Agency External ID: _____

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/03/12	23	\$16,725.00	\$14,216.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	23	\$16,725.00	\$14,216.25	0.00
Totals	23	\$16,725.00	\$14,216.25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
KSNV	37%	\$16,725.00
Market	100%	\$45,202.70

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	26%	\$11,752.70
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	19%	\$8,588.51
KTUD	0%	\$0.00
KVVU	16%	\$7,232.43
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	2%	\$904.05

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	08/28/12	09/03/12	M-F 5-6a WakeUp w/WagM	5-6a		MTWTF--	:30	2	\$400.00	1	0.00	NM	2	\$800.00
WAKE UP WITH THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/28/12	09/03/12	MTWTF--	2		\$400.00		0.00						

Order / Rev: 105183
 Alt Order #: 06838772
 Flight Dates: 08/28/12 - 09/03/12

Advertiser: Ocegura for Congress
 Product Desc: OCEGUERA FOR CONGRES
 Estimate: 1560
 KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	08/28/12	09/03/12	M-F 5-6a WakeUp w/Wagners M-F 5-6a WakeUp w/Wagners	CM	5-6a	MTWTF--	:30	2	\$400.00	1	0.00	NM	2	\$800.00
WAKE UP WITH THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/28/12	09/03/12	MTWTF--					2	\$400.00		0.00			
E 2	KSNV	08/28/12	09/03/12	M-F 6-7a WakeUp w/Wagners M-F 6-7a WakeUp w/Wagners	CM	6-7a	MTWTF--	:30	3	\$700.00	1	0.00	NM	3	\$2,100.00
WAKE UP WITH THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/28/12	09/03/12	MTWTF--					3	\$700.00		0.00			
E 3	KSNV	08/28/12	09/03/12	Today Show Today Show	CM	658a-9am	MTWTF--	:30	2	\$1,400.00	1	0.00	NM	2	\$2,800.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/28/12	09/03/12	MTWTF--					2	\$1,400.00		0.00			
E 4	KSNV	09/01/12	09/01/12	News 3 Sunrise - SATURDAY News 3 Sunrise SATURDAY	CM	6a-7a	-----S-	:30	1	\$350.00	1	0.00	NM	1	\$350.00
NEWS 3 AT SUNRISE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	-----S-					1	\$350.00		0.00			
E 5	KSNV	09/02/12	09/02/12	Sunday Today Sunday Today	CM	7a-8am	-----S	:30	1	\$625.00	1	0.00	NM	1	\$625.00
TODAY ON SUNDAY no pgm 8/5, 8/12															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	-----S					1	\$625.00		0.00			
E 6	KSNV	08/28/12	09/03/12	M-F Today Show II 3rd Hour M-F Today Show II	CM	9-10a	MTWTF--	:30	2	\$500.00	1	0.00	NM	2	\$1,000.00
TODAY SHOW II															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/28/12	09/03/12	MTWTF--					2	\$500.00		0.00			
E 7	KSNV	08/28/12	09/03/12	M-F Today Show III 4th Hour Today 4th Hour	CM	10am-11am	MTWTF--	:30	3	\$325.00	1	0.00	NM	3	\$975.00
TODAY SHOW III															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/28/12	09/03/12	-TWTF--					3	\$325.00		0.00			
E 8	KSNV	08/28/12	09/03/12	Noon News Noon News	CM	12-1230pm	-TWTF--	:30	2	\$425.00	1	0.00	NM	2	\$850.00
NEWS 3 AT NOON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/28/12	09/03/12	-TWTF--					2	\$425.00		0.00			
E 9	KSNV	08/28/12	09/03/12	The Doctors The Doctors	CM	2pm-3pm	-TWTF--	:30	1	\$325.00	1	0.00	NM	1	\$325.00
THE DOCTORS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/28/12	09/03/12	-TWTF--					1	\$325.00		0.00			
E 10	KSNV	08/28/12	09/03/12	NEWS 3 at 4 (1 HOUR) 4PM NEWS (1 hour)	CM	4-5pm (4:00 PM-4:30 PM)	MTWTF--	:30	1	\$600.00	2	0.00	NM	1	\$600.00
FIRST NEWS 3 AT FOUR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/28/12	09/03/12	MTWTF--					1	\$600.00		0.00			
E 11	KSNV	08/28/12	09/03/12	M-F Early News M-F Early News	CM	5-630p	MTWTF--	:30	2	\$1,000.00	1	0.00	NM	2	\$2,000.00
EARLY NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/28/12	09/03/12	MTWTF--					2	\$1,000.00		0.00			
E 12	KSNV	08/30/12	08/30/12	Thurs PR 10-11p Thursday Prime 10-11pm	CM	10-11pm	---T---	:30	1	\$2,100.00	1	0.00	NM	1	\$2,100.00
ROCK CENTER W/B. WILLIAMS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	---T---					1	\$2,100.00		0.00			
E 13	KSNV	08/28/12	09/03/12		CM	11pm-1135pm	MTWTF--	:30	2	\$1,100.00	1	0.00	NM	2	\$2,200.00

Order / Rev:	105183
Alt Order #:	06838772
Flight Dates:	08/28/12 - 09/03/12

Advertiser:	Oceguera for Congress
Product Desc:	OCEGUERA FOR CONGRES
Estimate:	1560

KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F News 3 at Eleven											
				M-F News 3 at Eleven											
				NEWS 3 NIGHTSIDE											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 08/28/12	09/03/12	MTWTF--		2		\$1,100.00		0.00					
													Totals	23	\$16,725.00